

Iowa WIC Vendor Newsletter

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Iowa WIC Toll-Free In-State
800-532-1579

Iowa WIC Direct Number
515-281-6650



eWIC — Vendor Resources for eWIC

Operating Rules and Specifications for WIC EBT - The USDA/FNS provides two publications that govern WIC EBT processing standards for all entities involved. These are the Operating Rules for WIC EBT and the Technical Implementation Guide (TIG). The Operating Rules address the operation of WIC EBT for all entities, including: retail system vendors, WIC Vendors, Acquirers and Processors. The TIG consists of the implementation guidelines of the X9.93 standards and specifications for processing WIC EBT transactions.

If you are an Iowa WIC Vendor, these documents contain the information you will need to provide to your cash register system/point-of-sale support to integrate WIC EBT into your existing system.

<http://www.fns.usda.gov/wic/wic-ebt-operating-rules-technical-implementation-guide>

Preparing for eWIC

Stores must include their Point of Sale (POS) providers in preparation for eWIC. A Store's POS providers will have information needed to prepare your front-end (FE) systems for eWIC.

During the eWIC implementation process a representative from CDP/FIS will be working with your store to set up your FE system for eWIC.

CDP/FIS Contact Persons for eWIC Technical Questions

- | | | | |
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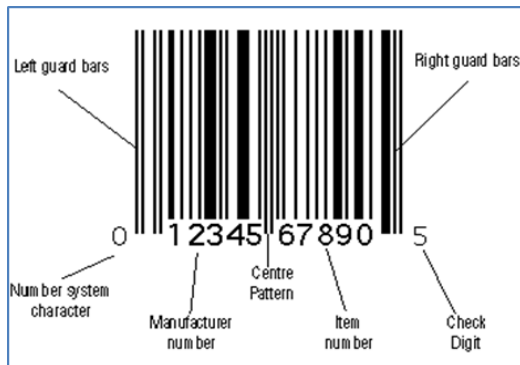
Vendor Price Assessment Report Survey (PARS)

Stores are required to submit PARS reports at the time a WIC Vendor application is submitted. Random PARS are completed as needed to keep Not To Exceed (NTEs) values in line with competitive price changes. Corporate and/or individual store PARS are requested at least every six months. Prices submitted are subject to on-site verification by State Agency staff. Providing false/incomplete price data may affect your store's selection/continued participation with the Iowa WIC Program.

The Iowa WIC Program reviews all redeemed food instruments to ensure that prices charged to WIC participants are the same as, or lower than, prices charged to non-WIC participants for the same items. If a food instrument exceeds its state wide peer group value, the food instrument will be rejected.

UPC Collection:

The Iowa WIC Program has been preparing for the Approved Product List (APL) requirement of eWIC. In an eWIC environment, the program must be able to provide an electronic file to all Iowa WIC approved retailers identifying all products by UPC that are eligible for purchase with WIC benefits. The tasks and equipment associated with the ability to produce and provide an APL include capture of UPC and product data, creation and maintenance of a database of Iowa WIC UPC data. Completing the APL project prior to full eWIC implementation will allow the Iowa WIC program to carefully manage the collection of UPC data to ensure that all WIC approved products are included in the APL when eWIC implementation proceeds.



The Iowa WIC Program must have a complete 12-13 digit UPC when reviewing and considering the addition of a UPC to the Iowa eWIC Approved Products List (APL). Incomplete UPC information will not be reviewed nor added to the Iowa APL. Therefore, both the system character and the check digit must be submitted.

Regulations for WIC Transactions (Check and eWIC)

When handling WIC food instruments, there are federal and state regulations that every vendor must follow. These regulations are outlined in the Iowa WIC Agreement. Each time a vendor accepts a WIC food instrument, the vendor certifies that the program regulations were followed in that transaction. Any vendor that accepts WIC food instruments in accordance with the program regulations is guaranteed payment. Failure to adhere to these regulations could result in a vendor's suspension from participation in this program.

The WIC vendor's cooperation is essential to the WIC Program. It is the vendor's responsibility to ensure that this information is clearly understood by all store associates who will be involved in WIC transactions.

Before receiving his/her food instruments, each WIC participant receives detailed instructions on how to use the food instruments. In addition, WIC participants are advised to inform vendors at the checkout counter that they are using WIC food instruments. Most WIC participants should have no problem using their food instruments. However, on occasion it may be necessary for store associates to assist some participants in completing their food instruments correctly.

When purchasing food or formula with WIC food instruments (checks), a participant must present his/her WIC Identification (commonly known as the "ID card.") This card is required for identification purposes before WIC food instruments (checks) can be accepted. This card is also used for comparison with the signature on the food instruments.



eWIC Transaction



Participants are not required to present their WIC ID card when they use an Iowa eWIC card.

eWIC cards will be implemented in all parts of the state by the fall of 2016.

Change Of Ownership

If ownership of an authorized vendor changes during the agreement period, the WIC Vendor Agreement becomes void. The new owner must file an application and be approved prior to accepting WIC food instruments. WIC authorization is not transferable.

Grocery vendors must meet the following WIC selection criteria

The vendor must be a primary retailer of groceries rather than of other merchandise.



- A grocery vendor is defined as a business which stocks **ALL** of the following items:
 - Fresh produce (must have a minimum of five linear feet of refrigerated display space). Inventory requirement – 10 varieties of fresh fruits and 10 varieties of fresh vegetables.
 - Fresh or frozen meats and poultry (must have a minimum of twelve linear feet of fresh or frozen un-breaded meat, pre-packaged luncheon meats do not qualify). Inventory requirement – 5 chicken, 5 beef, and 5 pork fresh varieties. Stores may substitute 5 lamb for pork.
 - Canned and frozen vegetables
 - Dairy products
 - Cereals and bread
- No more than 20 percent of the retailer's gross retail sales may be from the sale of gasoline or other automotive supplies. — Cash/sales reports and tax returns will be used to confirm requirement.
- No more than 20 percent of the retailer's gross retail sales may be from the sale of alcoholic beverages and tobacco products.— Cash/sales reports and tax returns will be used to confirm requirement
- No more than 50 percent of the retailer's gross retail food sales may be from the sale of authorized WIC food items.— Cash/sales reports and tax returns will be used to confirm requirement
- WIC-authorized vendors are required to only purchase formula from a list maintained by the state WIC program, which includes State-licensed wholesalers, distributors, retailers, and infant formula manufacturers registered with the Food and Drug Administration (FDA).
- Consistently identify all products using shelf labels that meet the following criteria including price points:
 - Product Description indicating brand/company name, and product description,
 - Selling unit size (indicating ounces, pounds, container and sleeve/pack
 - Signage dimensions – block lettering. Tags will measure no less than 2 inches by 1 inch, and
 - Selling unit retail — Price Point font no less than 48 font.
- Meet and maintain minimum stock requirements
The grocery vendor must stock the varieties and minimum quantities of WIC approved foods as listed on the current WIC approved food list.

Special Purpose vendors must meet the following WIC selection criteria

The vendor may be primarily a retailer of any type of merchandise, but will be authorized to accept only WIC food instruments for infant and special medical formulas. WIC Special Purpose Vendors must meet each of the following criteria:



- No more than 50 percent of the retailer's gross retail sales may be realized from the sale of authorized WIC infant formula or special medical formula.
- WIC-authorized vendors are required to only purchase formula from a list maintained by the state WIC program, which includes State-licensed wholesalers, distributors, retailers, and infant formula manufacturers registered with the Food and Drug Administration (FDA).
- Consistently identify all products using shelf labels that meet the following criteria including price points:
 - Product Description indicating brand/company name, and product description,
 - Selling unit size (indicating ounces, pounds, container and sleeve/pack
 - Signage dimensions – block lettering. Tags will measure no less than 2 inches by 1 inch, and
 - Selling unit retail — Price Point font no less than 48 font.

Note:

** There are no minimum inventory requirements for special purpose vendors; however, the vendor must be able to obtain special formulas within 48 hours; within 72 hours if a weekend or holiday is involved.

Iowa Department of Public Health
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Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

Attn: Store Management and Store Associates
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Iowa Program Vendor Contacts

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Iowa Department of Public Health

Attn: Iowa WIC Program

321 East 12th Street

Des Moines, Iowa 50319-0075

Iowa Web site: www.idph.state.ia.us/wic

FNS Web site: <http://www.fns.usda.gov/wic>.

Iowa WIC Facebook site: www.idph.state.ia.us/wic



The Iowa WIC Program reserves the right to limit the purchase of products that cost more than average price of similar products, in order to serve as many participants as possible under USDA guidelines. Products with special claims may not be approved.

The U.S. Department of Agriculture prohibits discrimination against its customers, employees, and applicants for employment on the bases of race, color, national origin, age, disability, sex, gender identity, religion, reprisal, and where applicable, political beliefs, marital status, familial or parental status, sexual orientation, or all or part of an individual's income is derived from any public assistance program, or protected genetic information in employment or in any program or activity conducted or funded by the Department. (Not all prohibited bases will apply to all programs and/or employment activities.)

If you wish to file a Civil Rights program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), found online at http://www.ascr.usda.gov/complaint_filing_cust.html, or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, by fax (202) 690-7442 or email at program.intake@usda.gov.